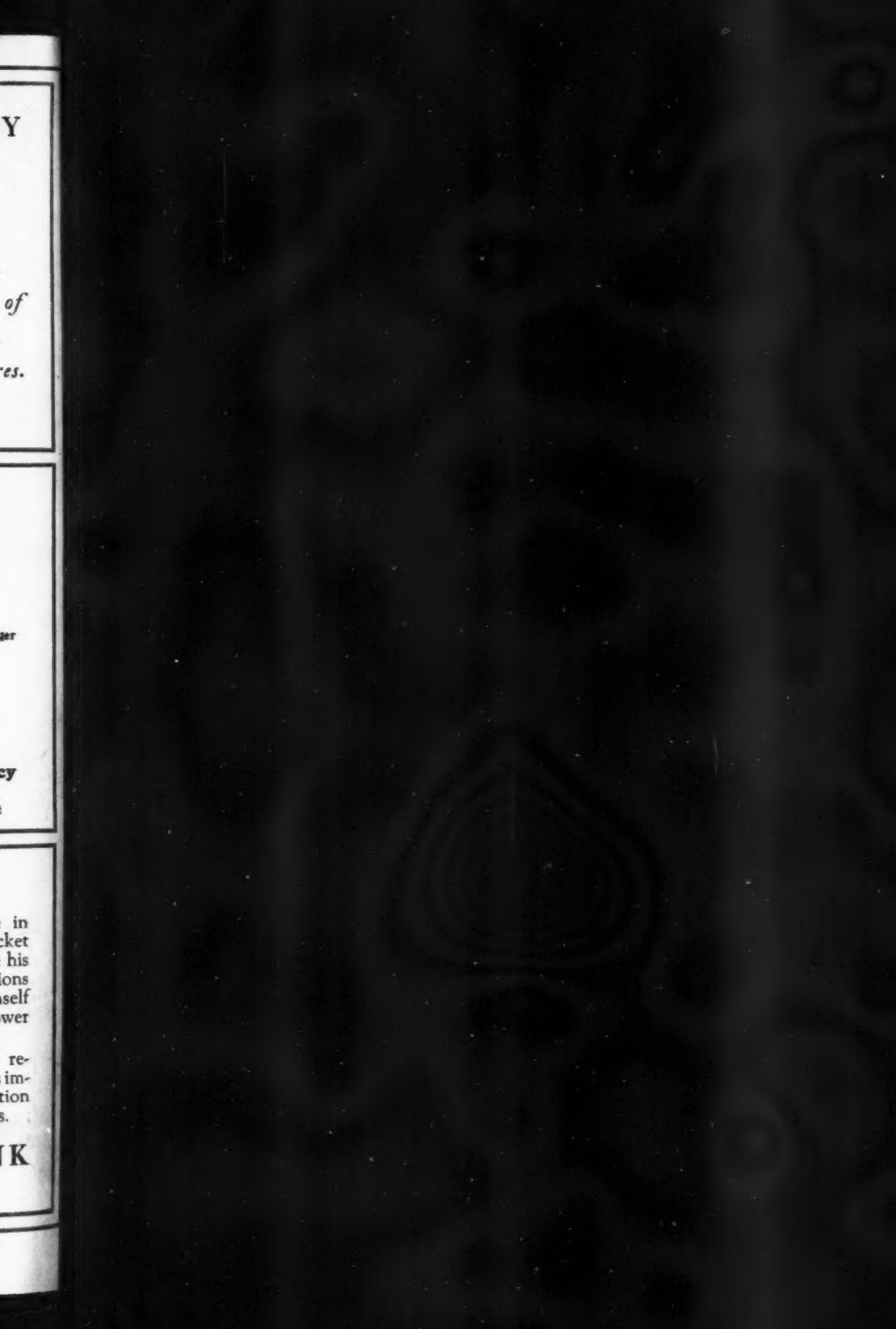

Gen. Wahr

INDEX

January to June, 1925

Page

Advertising, newspaper, as part of the trust selling campaign (Theodore Tefft Weldon) 663
Advertising text-book, mid-winter conference of Financial Advertisers' Association decides to publish an 487
Advertising, why we are using "department store," for banks (George Woodruff) 668
Agricultural work, community survey in bank (E. B. Harshaw) 243
Agriculture, community need of bankers' interest in better (E. B. Harshaw)..... 21
Aktiebolaget Unionbanken 580
Alleged negligence of bank directors..... 962
Allen, Fred W. (the Bankers' Association for Foreign Trade) 705
Allen, John (the trust department in a small community) 641
American banking, future developments in 433
American discount market, the (Jerome Thralls) 621
America's "idle" gold hoard 435
Anderson, Benjamin M., Jr., Ph.D. (the gold standard versus "a managed currency") 626
An important factor in Finland's economic life (Nordiska Föreningsbanken) 596
Anniversary of the Federal Reserve System, tenth 1
Announcement—treatise on credit and credit department methods 542
Announcing another prize contest 469
Another five billion dollar building year 498
Apparent industrial recession, the 1107
Architectural Forum (bank building forecast) 432
Armored chariots of King Cash (John Walker Harrington) 29
Attacking the passport nuisance 4
Austin, O. P. (the changing economic position of the United States) 443
Australia—the land of opportunities..... 1011
Austria 83, 304, 516, 863
Austria, economic outlook in (Emil Lengyel) 283
Automatic door device rivals magic of Ali Baba 609
Automobile dealer, should the, finance his own sales? (Emlen S. Hare) 253
Automobile finance companies meet 203

Backing up the advertising inside the bank (Allard Smith) 834
Banco di Sicilia Trust Company, New York, opens for business 1101
Bank building forecast (Architectural Forum) 432
Bank co-operation in community extension work (E. B. Harshaw) 627
Bank credit manual, revised edition of a useful 129
Bank failures, the Reserve System and..... 3
Bank filing (L. L. Davis) 646
Bank of Canton, imposing new building for, in Hongkong 193
Bank of Coney Island solves an interesting building problem 413

Page

Bank of Coral Gables, Coral Gables, Miami, Florida 785
Bank of New York and Trust Company (New York's oldest bank in new quarters) 393
Bank resources greatest since 1920 26
Bankers' Association for Foreign Trade, the (Fred W. Allen) 705
Bankers back anti-robber campaign 634
Bankers Supply purchased by Todd..... 392
Banker vice-president, the 616
Banking à la Octavus Roy Cohen..... 281
Banking and commercial law, 39, 259, 479, 657, 825, 989
Banking and currency reform not ended 1
Banking and financial notes, 141, 347, 547, 727, 899, 1055
Banking publicity.....45, 267, 487, 670, 833, 997
Bankruptcies, popularizing (J. H. Tregoe).. 315
Banks should advertise for business—not merely good will. (Walter P. Devlin).... 1002
Banque Commerciale de Bâle 775
Battle of business (Richard W. Saunders) 247
Being the "other fellow" (A. H. Lewis)..... 979
Belgium 861, 1034
Bethlehem Steel Corporation's twentieth birthday 88
Blessum, Ben (vacationing in Vikingland) 777
Book reviews 339
Borrow, Sam Jones tries to, $500—is turned down 653
Bossom, Alfred C. (from Babel to modern skyscraper) 341
Bossom, Alfred C. (portrait of) 544
Branch banking, how the banks look at.... 6
Branch banking, how 3000 banks voted on 9
Branch banking legislation delayed..... 617
Brockman, W. E. (portrait of) 273
Brunkow, Arnold F. (portrait of) 843
"Bubbles"—past and present (Richard W. Saunders) 35
Building year, another five billion dollar.... 498
Business and friendship (Richard W. Saunders) 817
Business barometers and the business cycle (Glenn G. Munn) 711
Business combination versus unrestrained competition 831
Business cycle, two views of the (Carlton P. Fuller) 27
Business, the battle of (Richard W. Saunders) 247

California, Southern, facts vs. fiction about (J. F. Sartori) 124
Campbell, Robert J. (portrait of)..... 1005
Canadian section, 177, 388, 577, 751, 927, 1079
Capital, proposed reduction of national bank 221
Centenary of the National Bank of Scotland 1083
Change—the strange experience of G. Hatfield, publicity manager (Osborn Fort Hevener) 649
Changes in our economic situation 619
Changing economic position of the United States (O. P. Austin) 443
Chatham and Phenix merger 134

THE BANKERS MAGAZINE

Page

Chicago's largest and most modern safety deposit vaults 183
China 695, 868
Christiania Bank og Kreditkasse (A long established Norwegian bank) 599
Christmas number of the "Diebold News" 216
Citizens National of Baltimore in new home 213
City Trust Company, Newark, N. J. 606
Clean air for your bank (Reed Air Filter Co., Inc.) 421
Colonial Trust Company, Waterbury, Conn. 783
Commercial paper system, the (Glenn G. Munn) 883
Commonwealth Bank office, new, in New York 199
Community development phase of bank agricultural work (E. B. Harshaw) 795
Community extension work, bank co-operation in (E. B. Harshaw) 627
Community need of bankers' interest in better agriculture (E. B. Harshaw) 21
Community survey in bank agricultural work (E. B. Harshaw) 243
Community, the trust department in a small (John Allen) 641
Complex task of selling your trust department to the public (Theodore Tefft Weldon) 267
Condition of national banks 972
Congressmen increase their pay 616
Convention, Financial Advertisers' 491
Convention of the Bankers' Association for Foreign Trade proves organization's usefulness 801
Co-operative banking (Ernest A. Hale).... 235
Corporate securities (Credit Editor) 891
Cost of running a bank, the (J. H. Tregoe) 709
Credit and credit department methods—announcement of complete treatise on.... 542
Credit men begin campaign against fraudulent loss 450
Credit, on what should a country bank extend? (Frank S. Wettack) 965
Criticism of the System, purpose of 4
Crusade against losing bank accounts, the (O. Howard Wolfe) 1045
Cuba 521
Currency reform, banking and, not ended 1
Cycle, business barometers and the business (Glenn G. Munn) 711
Czechoslovakia 519, 865

Daly, C. F. (portrait of) 722
Davis, L. L. (Bank Filing) 646
Dawes Plan declared unworkable (J. M. Keynes) 65
Dawes Plan, further banking opinion on.... 57
Deans, H. G. P. (foreign banking business in America) 88
Debt question revived, inter-allied..... 217
Debts owed America, how foreign nations stand on 964
Delafield, Richard (portrait of) 881
Denmark 518
Deposits, how Massachusetts savings banks co-operate to get new (Allan F. Wright) 45
Developing the savings business through cultivation of the existing customer (G. Prather Knapp) 635
Devlin, Walter P. (banks should advertise for business—not merely good will) 1002
Different forms of business organization, the (Credit Editor) 723
Diminished earnings of the Reserve Banks 438
Discount rates of leading countries..... 980
Disguised form of socialism 618
Does it pay banks to help farmers? (E. B. Harshaw) 973
Door device, automatic, rivals magic of Ali Baba 609
Do savings banks promote thrift? 313

Page

Dosker, Nicholas (trust departments of national banks) 807
Dresdner Bank (a leading German bank) 1090

Eastern states section,
141, 347, 547, 727, 899, 1055
Economic outlook in Austria (Emil Lengyel) 283
Economic position of the United States, changing (O. P. Austin) 443
Einzig, Paul (investment trusts in Great Britain) 227
Employees, how the General Electric Company helps its 545
Employees, making salesmen out of bank (W. B. Weisenburger) 997
Employees share in stock, National City Bank lets 111
Encouraging thrift among railway workers 640
England returns to gold 957
English and American financial co-operation 438
Equitable Trust Company (New bank building planned for New York's financial district) 403
Equitable Trust Company of New York announces pension plan for employees 20
Escaping the burden of taxation 440
Executive Council meeting, American Bankers Association 878
Exports of manufactures, increase in 458

Facts vs. fiction about business in Southern California (J. F. Sartori) 124
Failures, bank, the Reserve System and.... 3
Failures, increase in the number of bank 219
Failures, what banks are doing to prevent (John A. Murphy) 265
Famous old London bank (Glyn, Mills & Co.,) 409
Far East, the 868
Farmer, how the banker can promote closer personal contact with the (E. B. Harshaw) 459
Farmers, does it pay banks to help? (E. B. Harshaw) 973
Favorable trade outlook for South American countries in 1925 (Norman C. Stenning) 297
Federal Reserve Act 225
Federal Reserve Bank vault, Pittsburgh.... 428
Federal Reserve System, inflation and the 2
Federal Reserve System, politics and the (H. Parker Willis) 13
Federal Reserve System, purpose of criticism of the 4
Federal Reserve System, tenth anniversary of 1
Filing, bank (L. L. Davis) 646
Financial Advertisers' Association, mid-winter conference of, decides to publish an advertising text-book 487
Financial advertisers' Houston meeting..... 675
Financial advertising, observations on (John A. Price) 491
Financial advertising, what, has accomplished (E. H. Kittredge) 271
Financial conditions in Norway (Arne Kildal) 501
Financial co-operation, English and American 438
Financing the Pacific cruise of the fleet (G. K. Spencer) 981
Finland 520
First National Bank of Houston, Texas. (Houston bank in new home) 755
First National Bank, Milton, Pa. 603
First National Bank of Tampa, Fla. 215
Food products exports exceeded $150,000,000 in 1924 416
Foreign banking business in America H. G. P. Deans) 67
Foreign indebtedness to the United States 7

THE BANKERS MAGAZINE

Page

Foreign trade convention, twelfth national 679
Foreign trade, the Bankers' Association for (Fred W. Allen) 705
France 79, 302, 511, 688, 856, 1030
France's financial difficulties 789
Fraser, Henry S. (safe deposit companies and the law) 819
Fraudulent loss, credit men begin campaign against 448
From Babel to modern skyscraper (Alfred C. Bossom) 341
Fuller, Carlton P. (Two views of the business cycle) 27
Fullerton State Bank, Chicago 208
Further banking opinion on Dawes Plan 57
Future developments in American banking 433

General Electric Company, how the, helps its employees 545
German people are willing to carry out program planned, says Gates McGarrah 12
Germans, New York banker finds America most popular of nations with 683
Germany 81, 302, 514, 691, 858 1025
Getting taxes down 619
Glyn, Mills & Co. (a famous old London bank) 409
Gold hoard, America's "idle" 435
Gold standard versus "a managed currency," the (Benjamin M. Anderson, Jr., Ph.D.) 626
Government and the anti-trust act 436
Governmental policy toward the banks 223
Great Britain 77, 300, 507, 685, 854, 1021
Great Britain, investment trusts in (Paul Einzig) 227
Great Neck Trust Company, new bank building for 425
Greece 866

Hale, Ernest A. (co-operative banking) 235
Halting business attitude, A 793
Hare, Emlen S. (should the automobile dealer finance his own sales?) 253
Harrington, John Walker (the armored chariots of King Cash) 29
Harshaw, E. B.,
Community need of bankers' interest in better agriculture 21
Community survey in bank agricultural work 243
How the banker can promote closer personal contact with the farmer 459
Community development phase of bank agricultural work, the 795
Bank co-operation in community extension work 627
Does it pay to help farmers? 973
Hayes, William (helping the public to understand banks) 985
Heart of the tax problem (William P. Helm, Jr.) 449
Hellman Commercial Trust and Savings Bank 604
Helm, William P., Jr. (the heart of the tax problem) 449
Helping the public to understand banks (William Hayes) 985
Herring-Hall-Marvin Safe Company—factory of 602
Hevener, Osborn F. (change) 649
High lights in deposit building (W. R. Morehouse) 815
Historic Quincy bank in new home (National Mount Wollaston Bank) 431
Homewood Peoples Bank of Pittsburgh 417
Houston bank in new home (First National Bank of Houston, Texas) 755
How bankers view prospects for 1925 137
How banks are advertising, 50, 276, 495, 672, 840, 1006
How banking is made safer 620

Page

How foreign nations stand on debts owed America 964
How inheritance taxes affect the investor 334
How Massachusetts savings banks co-operate to get new deposits (Allan F. Wright) 45
How the banker can promote closer personal contact with the farmer (E. B. Harshaw) 459
How the banks look at branch banking 6
How the banks voted on branch banking 256
How the General Electric Company helps its employees 545
How 3000 banks voted on branch banking 9
Humanizing of banking (Ralph Parlette) 311

Illinois Merchants Trust Company 183
Imposing new building for Bank of Canton, Hongkong 193
Inconvenience of being rich, the 791
Increase in exports of manufactures 458
Increase in the number of bank failures 219
Inflation and the Federal Reserve System 2
Inflation, other elements of 3
Inheritance taxes, how, affect the investor 334
Inter-allied debt question revived 217
International banking and finance, 55, 281, 499, 677, 847, 1009
International banking notes, 85, 306, 522, 699, 874, 1036
Investing, more care in foreign 441
Investment trusts 442
Investment trusts in Great Britain (Paul Einzig) 227
Investments and investment banking (Glenn G. Munn) 113
Investor, how inheritance taxes affect the 334
Italian Savings Bank, New York 608
Italy 81, 304, 690, 860, 1033

Japan 84, 694, 868
Junod, Albert (Switzerland for the tourist) 583

Keynes, J. M. (Dawes Plan declared unworkable) 65
Kildal, Arne (financial conditions in Norway) 501
Kittredge, E. H. (what financial advertising has accomplished) 271
Knapp, G. Prather (developing the savings business through cultivation of the existing customer) 635
Knowledge and banking (R. W. Saunders) 987
Knox, William E. (thrift should be made part basis for salary increases) 1109

Labor banks, the, on over-capitalization 54
Largest commercial check 963
Laxity in the enforcement of law 959
Leading German bank, a (Dresdner Bank) 1090
Lengyel, Emil (the economic outlook in Austria) 283
Lewis, A. H. (being the "other fellow") 979
Lincoln Trust Company, Scranton, Pa. 428
Long established Norwegian Bank (Christiania Bank og Kreditkasse) 599

Making salesmen out of bank employees (W. B. Weisenburger) 997
Managed credit and managed currency 790
"Managed currency," gold standard versus (Benjamin M. Anderson, Jr., Ph.D.) 626
Manufacturing activity in 1925 823
McGarrah, Gates, says German people are willing to carry out program planned 12
Mechanics Bank of Brooklyn, New York, the 953
Mellon's, Secretary, aphorisms 241
Merchants National Bank of Allentown, Pa. 427
Mercurbank, the, in Vienna 103
Mexico 872

THE BANKERS MAGAZINE

Page

Middle states section, 166, 371, 569, 741, 923, 1072
Middletown Savings Bank, Middletown, Conn. 1111
Mid-winter conference of Financial Advertisers' Association decides to publish an advertising text-book 487
"Money Talks" (Richard W. Saunders) 655
Monongahela National Bank, Brownsville, Pa. 605
More care in foreign investing 441
Morehouse, W. R. (high lights in deposit building) 815
Munn, Glenn G.,
Investments and investment banking 113
The stock exchange 325
Savings banking 531
Business barometers and the business cycle 711
The commercial paper system 883
Murphy, John A. (what banks are doing to prevent failures) 265

National bank circulation, retiring 223
National Bank of the Republic, Chicago, new building of 205
National banks, condition of 972
National banks discuss trust departments 336
National City Bank lets employees share in stock 111
National credit fund gains force 782
National Deposit Bank, Brownsville, Pa. 208
National Shawmut Bank (protecting the teller against gunmen) 1108
Nature of the reparations problem 8
Netherlands 518
New bank building for Cedarhurst (Peninsula National Bank, Cedarhurst, L. I.) 787
New bank building planned for New York's financial district (Equitable Trust Company) 403
New building of National Bank of the Republic with which National City is merged 205
New building of Farmers National Bank, Reading, Pa., to have unusual entrance 1111
New building of the Phoenix National Bank, Hartford, Conn., the 771
New building of the Netherlands Trading Society at The Hague, the 939
New business campaign by Chicago bank brings $11,649,190 in 90 days 833
New Commonwealth Bank office 199
New departure in armored bank cars, a 821
New England states section, 155, 359, 560, 735, 920, 1065
New quarters for two Mechanics and Metals branches 946
New uptown office of the Seaboard National Bank of New York 933
New York banker finds America most popular of nations with Germans 683
New York's oldest bank in new quarters (Bank of New York and Trust Company) 393
Newspaper advertising as part of the trust selling campaign (Theodore Tefft Weldon) 663
Nordiska Föreningsbanken 596
North Side Savings Bank, Bronx, N. Y. 211
Northern Trust and Savings Company, Lancaster, Pa. 1103
Norway 517
Norway, financial conditions in (Arne Kildal) 501

Observations on financial advertising (John A. Price) 491
Octavus Roy Cohen, banking à la 280
Old-time banking practice 337
On what should a country bank extend credit? (Frank S. Wettack) 965
Other elements of inflation 3

Page

Over-capitalization, the labor banks on 54
Over-selling, the trend toward 412

Pacific states section, 174, 386, 576, 750, 926, 1078
Packard Building, the 761
Parlette, Ralph,
Humanizing of banking 311
What thrift means 474
Passport nuisance, attacking the 4
Penalty of too easy terms (J. H. Tregoe) 485
Peninsula National Bank, Cedarhurst, L. I. (new bank building for Cedarhurst) 787
Pennsylvania bankers convention 1062
Pennsylvania Company, the new home of (the Packard Building) 761
Pension plan for employees, Equitable Trust Co. of New York announces 20
Peoples Bank of Potsdam, N. Y. 214
Personal contact with the farmer, how the banker can promote closer (E. B. Harshaw) 459
Philippines, what about the (Frederic E. Sturdevant) 249
Phoenix National Bank, Hartford, Conn., the new building of 771
Plainfield Trust Company, Plainfield, New Jersey, the 951
Playing the game (Richard W. Saunders) 476
Politics and the Federal Reserve System (H. Parker Willis) 13
Popular character of American banks 218
Popular character of our banks 961
Popularizing bankruptcies (J. H. Tregoe) 315
Predicts business activity during 1925 280
Price, John A. (observations on financial advertising) 491
Prize contest, announcing another 469
Proportion of bank deposits to currency 792
Proposed reduction of national bank capital 221
Proposed renewal of Federal Reserve Bank charters 958
Prospects for further tax reduction 6
Prospects for 1925, how bankers view 137
Prosperity, responsibilities of 468
Protecting the teller against gunmen (National Shawmut Bank) 1108
Purpose of criticism of the System 4

Reading course in banking (Glenn G. Munn) 113, 325, 531, 711, 883
Reducing the expenses of government 800
Reed Air Filter Co., Inc. (clean air for your bank) 421
Regional savings conferences 234
Reparations problem, nature of the 8
Reserve Banks, diminished earnings of the 438
Reserve System, the, and bank failures 3
Responsibilities of prosperity 468
Retiring national bank circulation 223
Review of countries, 77, 300, 507, 685, 854, 1021
Revised edition of a useful bank credit manual 129
Rivet-Grip steel reinforcement 605
Romance of the Rothschild fortune, the Withers Woolford) 809
Roumania, survey of the present situation of 90
Russia 520

Safe deposit companies and the law (Henry S. Fraser) 819
Safe deposit vaults of the State & City Bank and Trust Company, Richmond, Va. 611
Sam Jones tries to borrow $500—is turned down 653
Sartori, J. F. (facts vs. fiction about Southern California) 124

THE BANKERS MAGAZINE

Page

Saunders, Richard W.,
"Bubbles"—past and present 35
Battle of business 247
Playing the game 477
"Money Talks" 655
Business and friendship 817
Knowledge and banking 987
Savings banking (Glenn G. Munn) 531
Savings banks co-operate to get new deposits, how Massachusetts (Allan F. Wright) 45
Savings business, developing the, through cultivation of the existing customer (G. Prather Knapp) 635
Savings deposits, total, in the U. S. 36
Schroder J. Henry, Banking Corporation 191
Scotland, centenary of National Bank of 1083
Search for peace, the 613
Secretary Mellon's aphorisms 241
Security Trust Company of Rochester 607
Short cruises to Canada 1094
Should the automobile dealer finance his own sales? (Emlen S. Hare) 253
Smith, Allard (backing up the advertising inside the bank) 834
Some bank credit problems,
128, 333, 543, 723, 891, 1047
Some recent bank building operations,
208, 425, 603, 783, 951, 1111
South America 523, 697, 870
South American countries, favorable trade outlook for, in 1925 (Norman C. Stenning) 297
Southern California, facts vs. fiction about (J. F. Sartori) 124
Southern exposition, the 759
Southern states section,
161, 365, 565, 737, 920, 1069
Spain 693
Spain, what a bank architect saw in 100
Speculation, Wall Street 5
Spencer, G. K. (financing the Pacific cruise of the fleet) 981
Stable money association, the 960
State & City Bank and Trust Co., Richmond, Va. 215
Statement analysis and prepartion of statements (Credit Editor) 1047
Stenning, Norman C. (favorable trade outlook for South American countries in 1925) 297
Stock exchange, the (Glenn G. Munn) 325
Sturdevant, Frederic E. (what about the Philippines?) 249
Summer tours to Bermuda 938
Survey of the present situation of Roumania 90
Sweden 517
Swiss finances and economics in 1924 849
Swiss National Bank, the 1095
Swiss travel almanac 340
Switzerland for the tourist (Albert Junod) 583

Tax problem, the heart of the (William P. Helm, Jr.,) 449
Tax reduction, prospects for further 6
Taxation, escaping the burden of 440
Tenth anniversary of the Federal Reserve System 1
Thirsty customer, a 255
Thralls, Jerome (the American discount market) 621
Thrift, do savings banks promote 313
Thrift means, what (Ralph Parlette) 474
Thrift should be made part basis for salary increases (William E. Knox) 1109
Todd, Bankers Supply purchased by 392
Too free use of instalment credit 962
Too much law 439
Tregoe, J. H.,
Penalty of too easy terms 485
Popularizing bankruptcies 315
The cost of running a bank 709
Trend toward over-selling 412

Page

Trust companies conference 471
Trust company, vizualizing the functions of a 1043
Trust department, complex task of selling your, to the public (Theodore Tefft Weldon) 267
Trust department in a small community, the (John Allen) 641
Trust departments conference 102
Trust departments, national banks discuss 336
Trust departments of national banks (Nicholas Dosker) 807
Trust selling campaign, newspaper advertising as part of the (Theodore Tefft Weldon) 663
Twelfth national foreign trade convention 679
Two views of the business cycle (Carlton P. Fuller) 27

Union and Planters Bank and Trust new building 955
Union Bank of Switzerland 591
Union Market National Bank, Watertown, Mass. 426
Union Savings Bank, Mamaroneck, N. Y. 955
Union Trust Company (Chicago) gives novel entertainment 131
Unique methods of advertising used by Pennsylvania bank 838
Unremunerative services 133

Vacationing in Vikingland (Ben Blessum) 777
Vizualizing the functions of a trust company 1043

Wall street speculation 5
Washington's new Mayflower Hotel 945
Weisenburger, W. B. (making salesmen out of bank employees) 997
Weldon, Theodore Tefft (newspaper advertising as part of the trust selling campaign) 663
The complex task of selling your trust department to the public 267
Western states section,
170, 385, 574, 750, 926, 1078
Westinghouse head predicts electrical prosperity for 1925 130
Wettack, Frank S. (on what should a country bank extend credit?) 965
Wetterau, C. H. (portrait of) 671
What a bank architect saw in Spain 100
What about the Philippines? (Frederick E. Sturdevant) 249
What banks are doing to prevent failures (John A. Murphy) 265
What cotton production figures show 846
What financial advertising has accomplished (E. H. Kittredge) 271
What thrift means (Ralph Parlette) 474
Who's who in bank advertising
Charles R. Wiers 51
W. E. Brockman 273
William B. Wisdom 493
C. H. Wetterau 671
Arnold F. Brunkow 843
Robert J. Campbell 1005
Why we are using "department store" advertising for banks (George Woodruff) 668
Willis, H. Parker (politics and the Federal Reserve System) 13
Wisdom, William B. (portrait of) 493
Wolfe, O. Howard (the crusade against losing bank accounts) 1045
Woodruff, George (why we are using "department store" advertising for banks) 668
Woolford, Withers (the romance of the Rothschild fortune) 809
Works of H. G. Wells 339
World spent over three billion dollars for autos in 1924 340
Wright, Allen F. (how Massachusetts savings banks co-operate to get new deposits) 45